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CLAIMS

We claim:

1. In a motor vehicle cabin air circulating system that has an airflow passage the improvement comprising providing an air flow through substrate having an air freshening substance releasably retained therein and locating the same across said airflow passage at a location between an inlet to said airflow passage and an outlet therefrom and wherein said outlet is located in the cabin of said vehicle.

2. An air flow through air freshening member for a vehicle cabin air circulating system comprising a base strip of porous material, a selected quantity of particulate material having an air freshening substance releasably retained therein, and means retaining said particulate material on said base strip.

3. The air flow through air freshening member for a vehicle cabin air circulating system defined in claim 2 wherein said particulate material is located in selected areas spaced apart from one another on said base strip.

4. The air flow through air freshening member for a vehicle cabin air circulating system .as defined in claim 3 wherein said selected spaced apart areas are enlargements in said base strip.

5. The air flow through air freshening member for a vehicle cabin air circulating system as defined in claim 4

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wherein said enlargements are pockets.

5 6. The air flow through air freshening member for a vehicle cabin air circulating system as defined in claim 5 wherein said pockets are integrally formed with said base strip.

10 7. The air flow through air freshening member for a vehicle cabin air circulating system as defined in claim 5 wherein said pockets are separate members and means attaching said pocket members to said base strip at positions spaced apart from one another longitudinally there along.

15 8. The air flow through air freshening member for a vehicle cabin air circulating system as defined in claim 5 wherein each said pocket is elongate and extending in a direction cross-wise of said base strip.

 9. The air flow through air freshening member for a vehicle cabin air circulating system as defined in claim 8 wherein said elongate pockets extend in a direction transverse relative to the length of said base strip.

20 10. The air flow through air freshening member for a vehicle cabin air circulating system as defined in claim 8 wherein said pockets are spaced apart a selected distance from one another in a direction lengthwise of said base strip.

25 11. The air flow through air freshening member for a vehicle cabin air circulating system as defined in claim 2 wherein said particulate material is sufficiently coarse as

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to allow air of the air circulating system to readily flow there through.

12. The air flow through air freshening member for a vehicle cabin air circulating system as defined in claim 11 wherein said particulate material comprises beads of an acetate material.

13 The air flow through air freshening member for a vehicle cabin air circulating system as defined in claim 12 wherein said beads are impregnated with a slow time release substance having a preselected fragrance..

14 The air flow through air freshening member for a vehicle cabin air circulating system as defined in claim 2 wherein said base strip is an open mesh.

15 The air flow through air freshening member for a vehicle cabin air circulating system as defined in claim 14 wherein said base strip is made of a synthetic material.

16. The air flow through air freshening member for a vehicle cabin air circulating system as defined in claim 15 wherein said synthetic material is a polymer selected from the group comprising polyesters, fiberglass, polyethylene, nylon and combinations thereof.

17 An air flow through air freshening member for a motor vehicle cabin air circulating system comprising a longitudinal strip of porous material having sufficient porosity as to allow air of said air circulating system to pass there through, a selected quantity of particulate material having an air freshening substance releasably.

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retained therein, and means retaining said particulate material on said base strip of material.

18 The air flow through air freshening member for a vehicle cabin air circulating system as defined in claim 17 wherein said particulate retaining means comprises pockets captively retaining said particulate material on said base strip of material.

19 The air flow through air freshening member for a vehicle cabin air circulating system as defined in claim 18 wherein said pockets are spaced apart from one another longitudinally along said strip.

20 A method of servicing a vehicle forced air ventilating system having an airflow passage with an air filter therein comprising removing said filter, providing a replacement filter, positioning a selected length of an air filter freshener member defined in claims 17 or 18 on a face of said replacement filter and replacing the removed air filter with said replacement filter having the air freshener member mounted thereon.

21. In an air circulating system that has an airflow passage and conventional particulate filter disposed in a filter housing, an air freshener filter insert comprising:

an air flow through substrate for holding a solid material impregnated with a time release substance of selected fragrance for controlled release over a selected time period, said insert being positioned across said airflow passage at a location between an inlet to said airflow passage downstream of said particulate filter and an outlet therefrom, and wherein said outlet is located in the air flow ventilation system.